



ESTIMATE

Cahoon & Cross, Inc.
1741 Cotton Farm Lane
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Katie Cullipher, Senior Environmental Education Planner
Hampton Roads Planning District Commission
The Regional Building
723 Woodlake Drive
Chesapeake, VA 23320

Date: October 13, 2016

Project Name: **HRPDC 2016-2017 Regional Environmental Education Campaign: askHRgreen.org Year 2 /PICA-FY2016-C01**

Title: **askHRgreen.org Public Relations Promotions** Estimate #: **1900 r2**

Project Description: Special promotion to promote the askHRgreen.org campaign and committee messages featuring the Rainworks hydrophobic spray and stencils to apply messages to sidewalks in highly-frequented areas in participating Hampton Roads localities. HRPDC to manage committee volunteers. Covers all four committees.

Scope of Work	Cost
Public Relations Public Relations Consultation Includes news release development and submission, media followup and interview coordination. 20 hours	\$2,200.00
Creative Design Creative Design Includes project planning, client communications, meetings, strategy, production management, research, strategy and message development, graphics and client edits. 32 hours	\$3,435.00
Production Materials, miscellaneous Rainworks spray @ four-16 oz. bottles (one per committee) Lasercut stencils: 12 x 24 inches, 1 message each committee, four stencils per committee--16 total stencils Chipboard: one pack, 12 x 24", 1/8" thick	\$1,240.00
Sub-total	\$6,875.00

Terms & Conditions

This price quotation will be honored for 30 days from the day it was sent.

All estimates may vary +/-10%. Any deviation from original project scope as described in the overview in this document may result in a change in price. Should this occur, Client will be made aware of change as soon as possible. Any alterations by the Client of project specifications may result in price changes. All additional costs exceeding the original estimate will be quoted to and approved by Client before costs are incurred.



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signature _____ printed name _____ date _____

Approved to proceed and have read and agree with terms and conditions.

signature _____ printed name _____ date _____